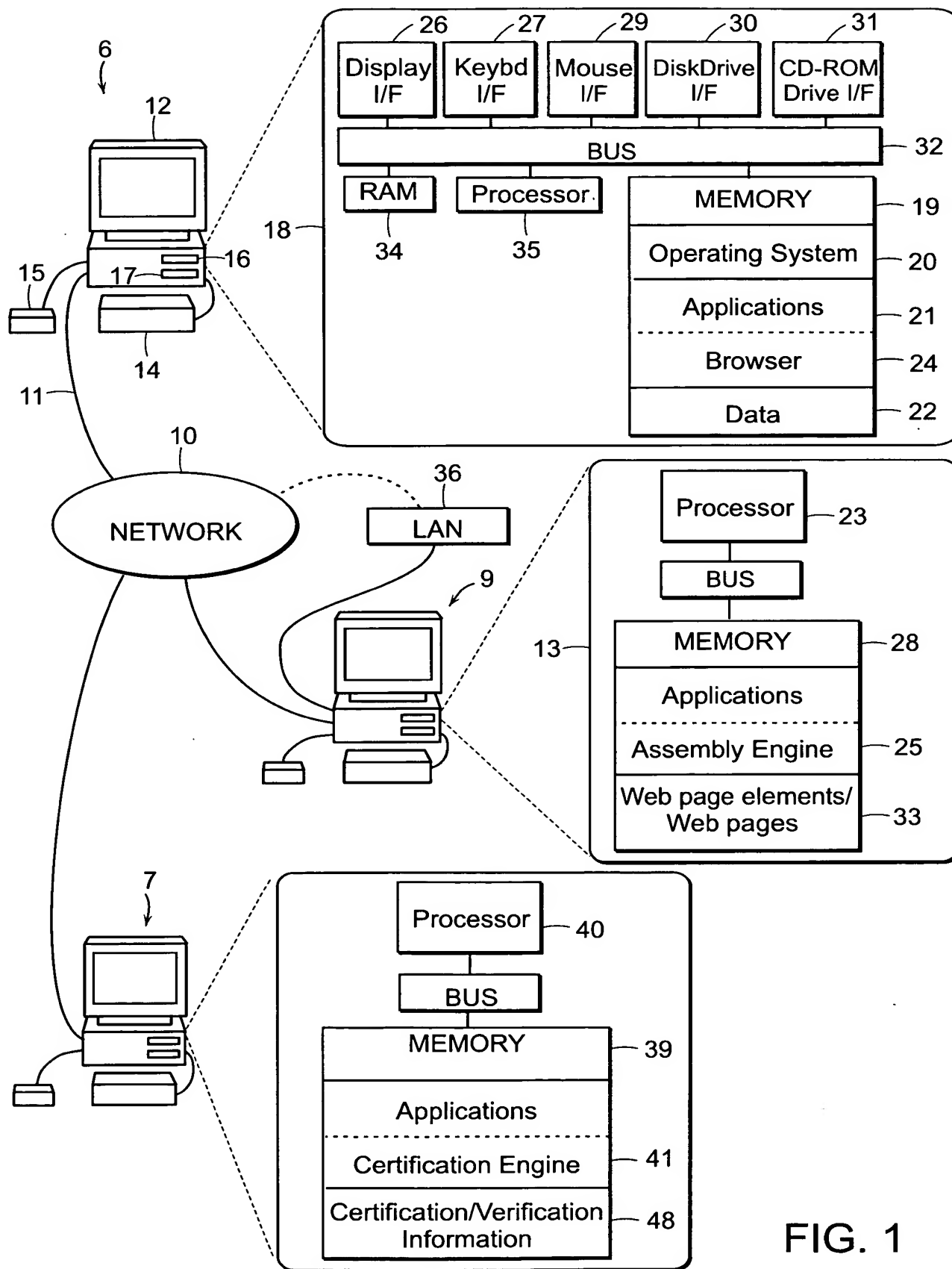




1/10



2/10

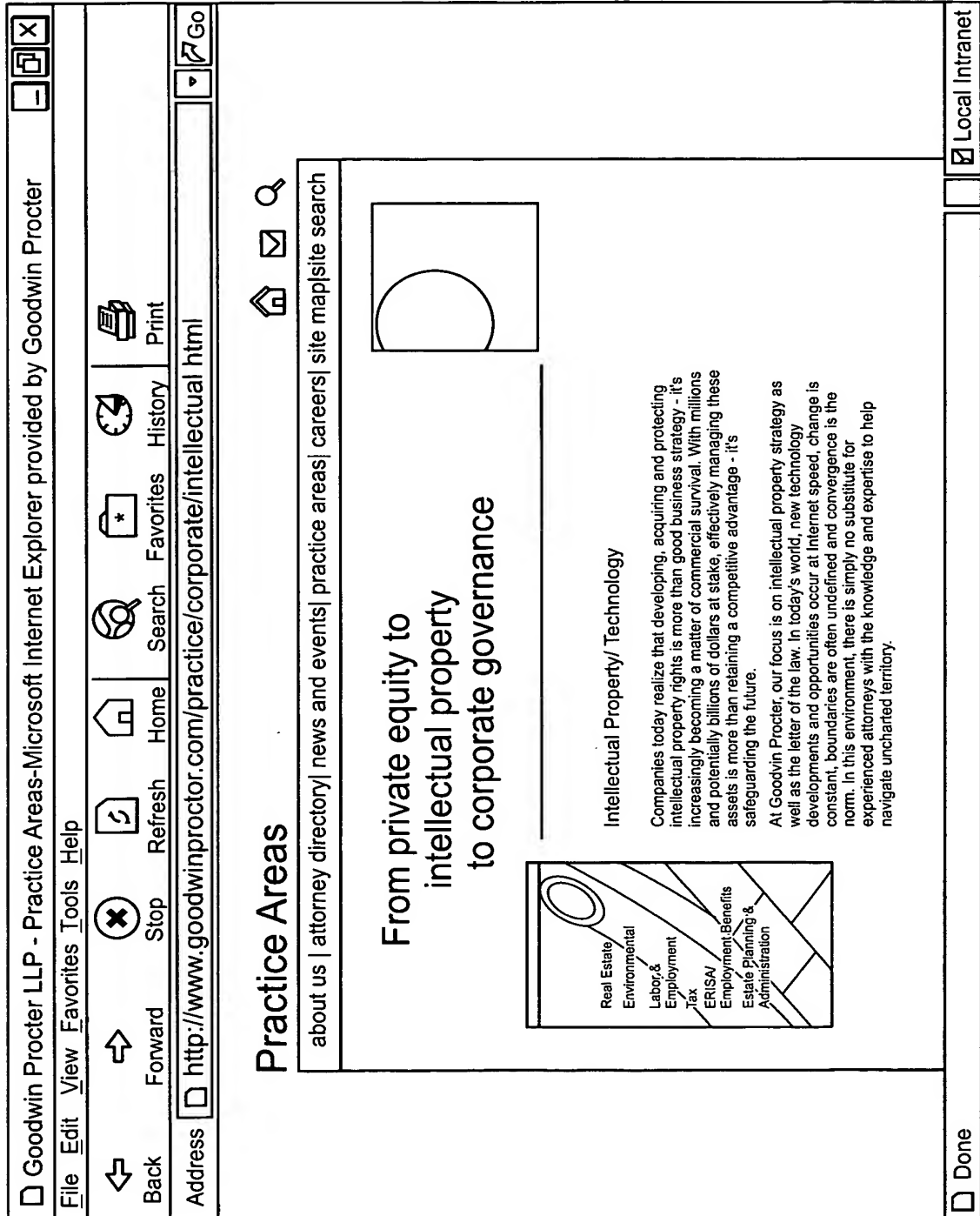


FIG. 2

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Web Site Identity Assurance

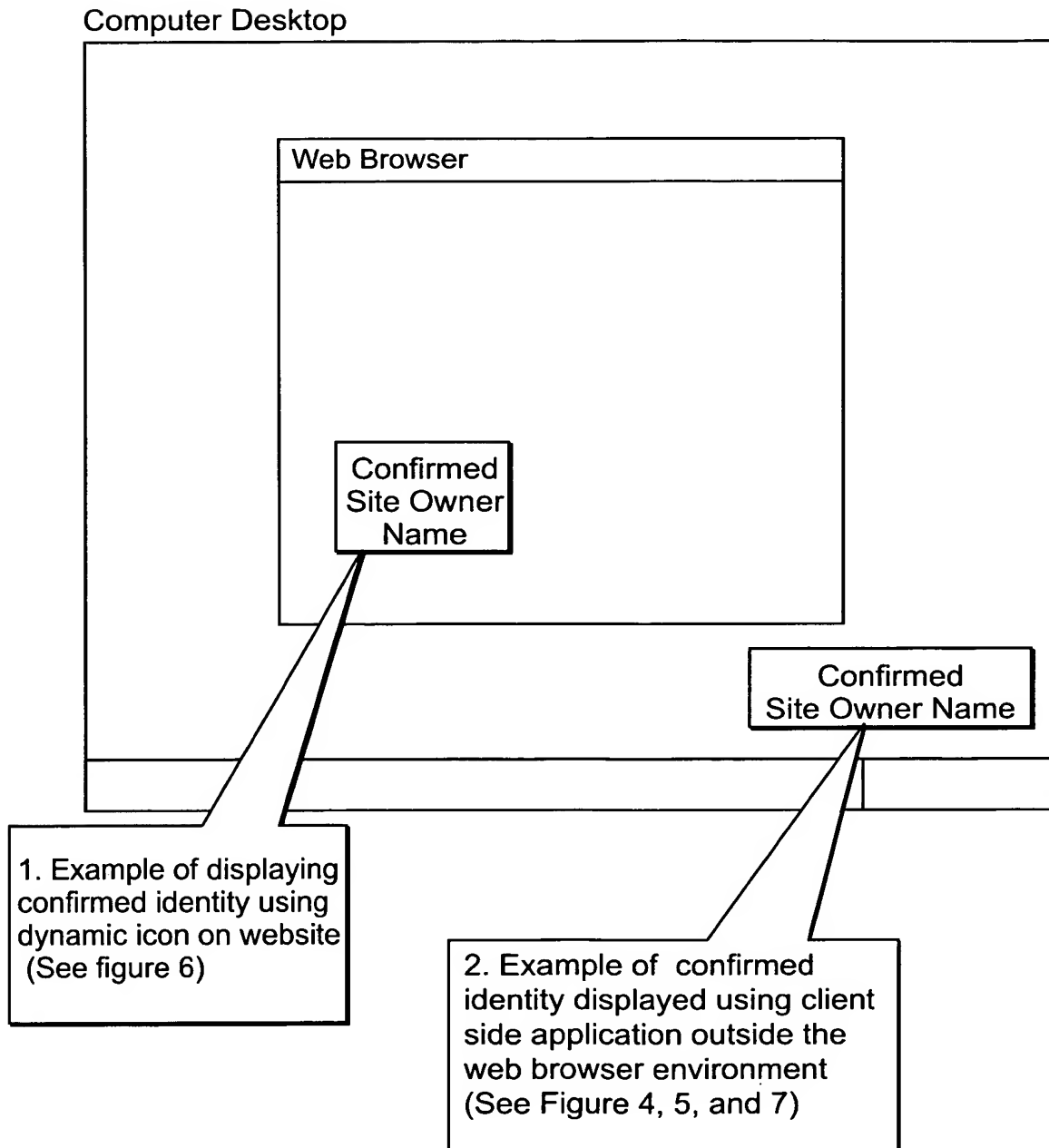


FIG. 3

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Web Site Identity Assurance

Client Application Example- Assuring 3rd Party Server

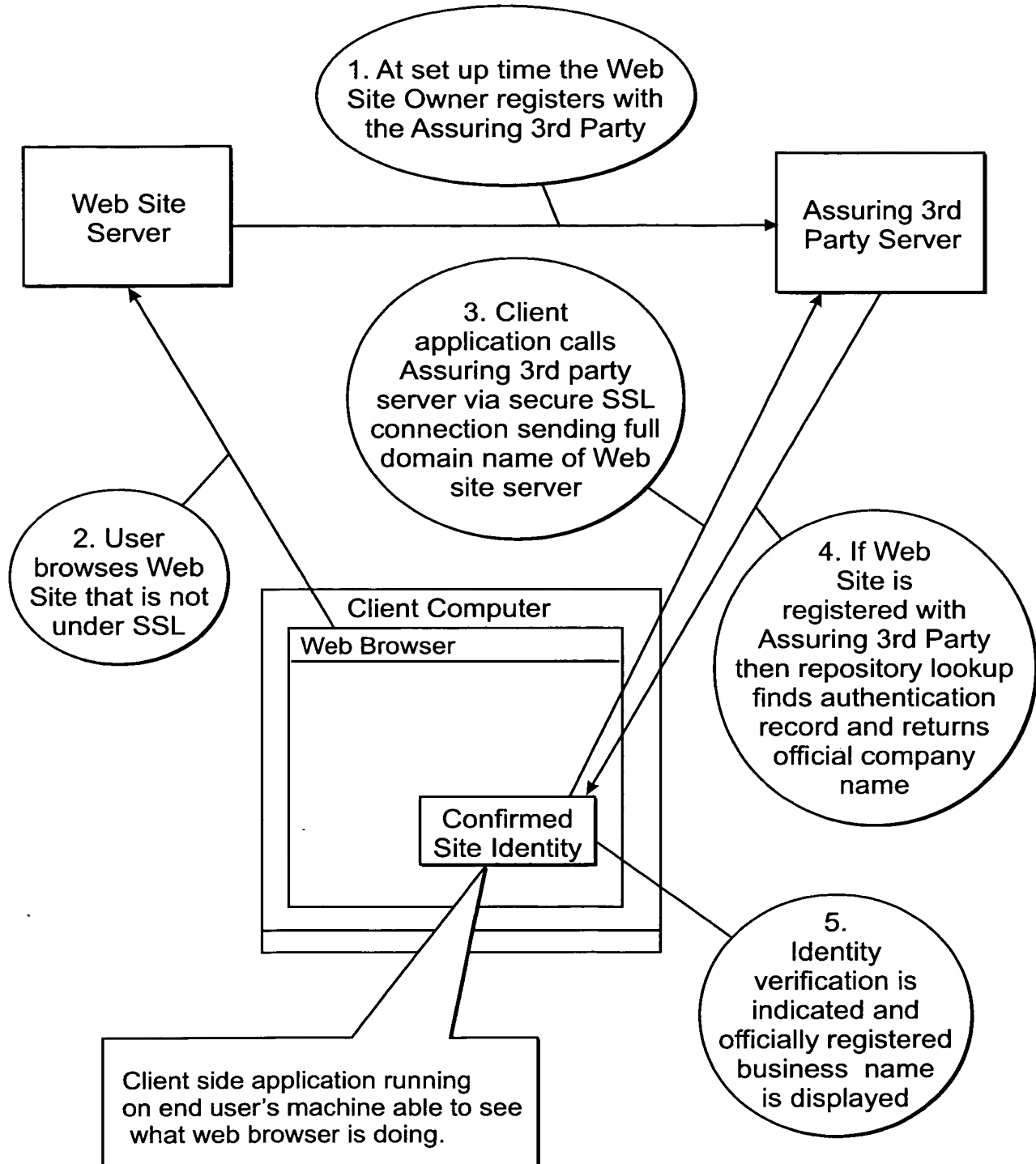


FIG. 4

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Web Site Identity Assurance

Client Application Example - Assurance File on Web Site Server

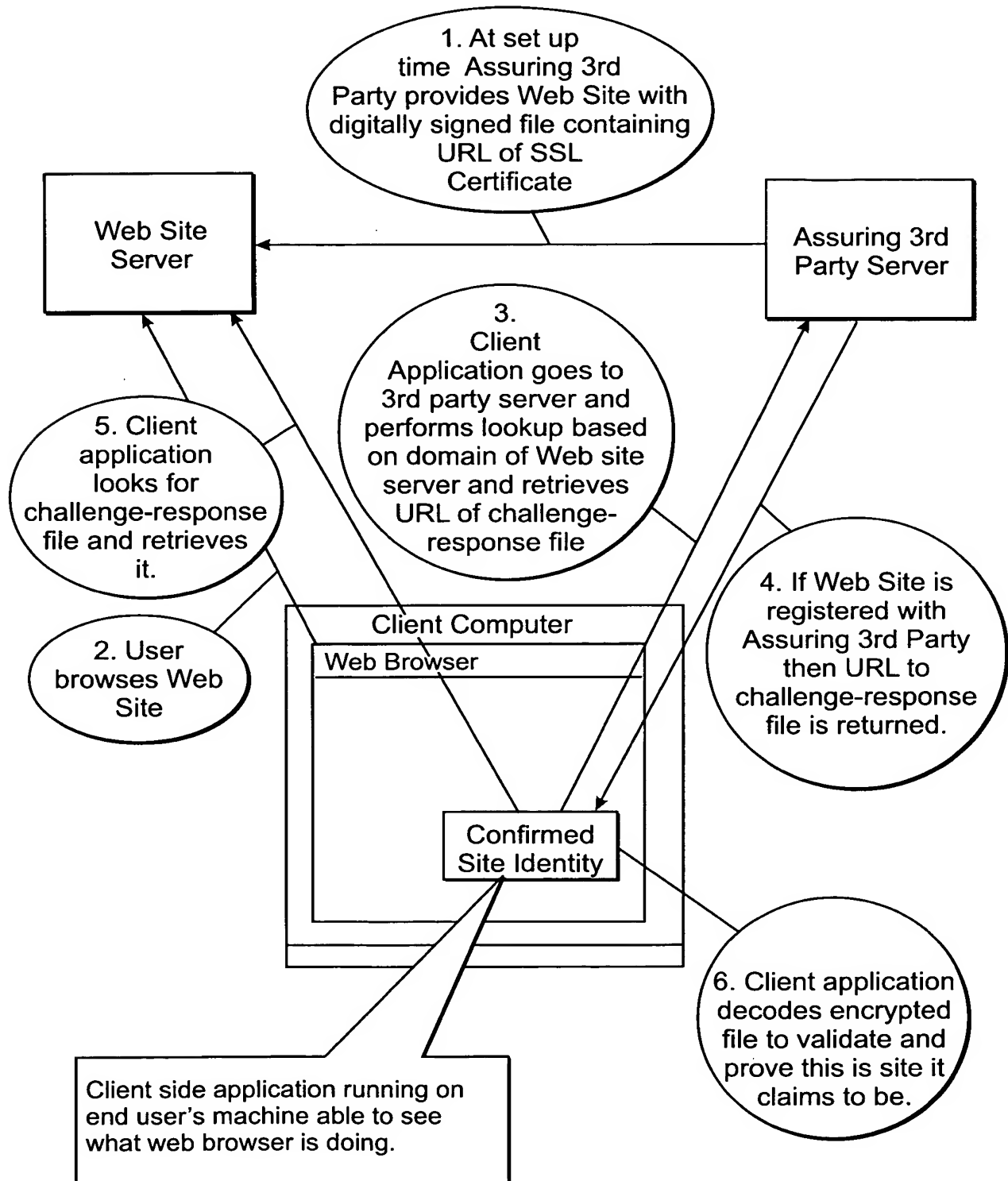


FIG. 5

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Web Site Identity Assurance
Dynamic Icon Example

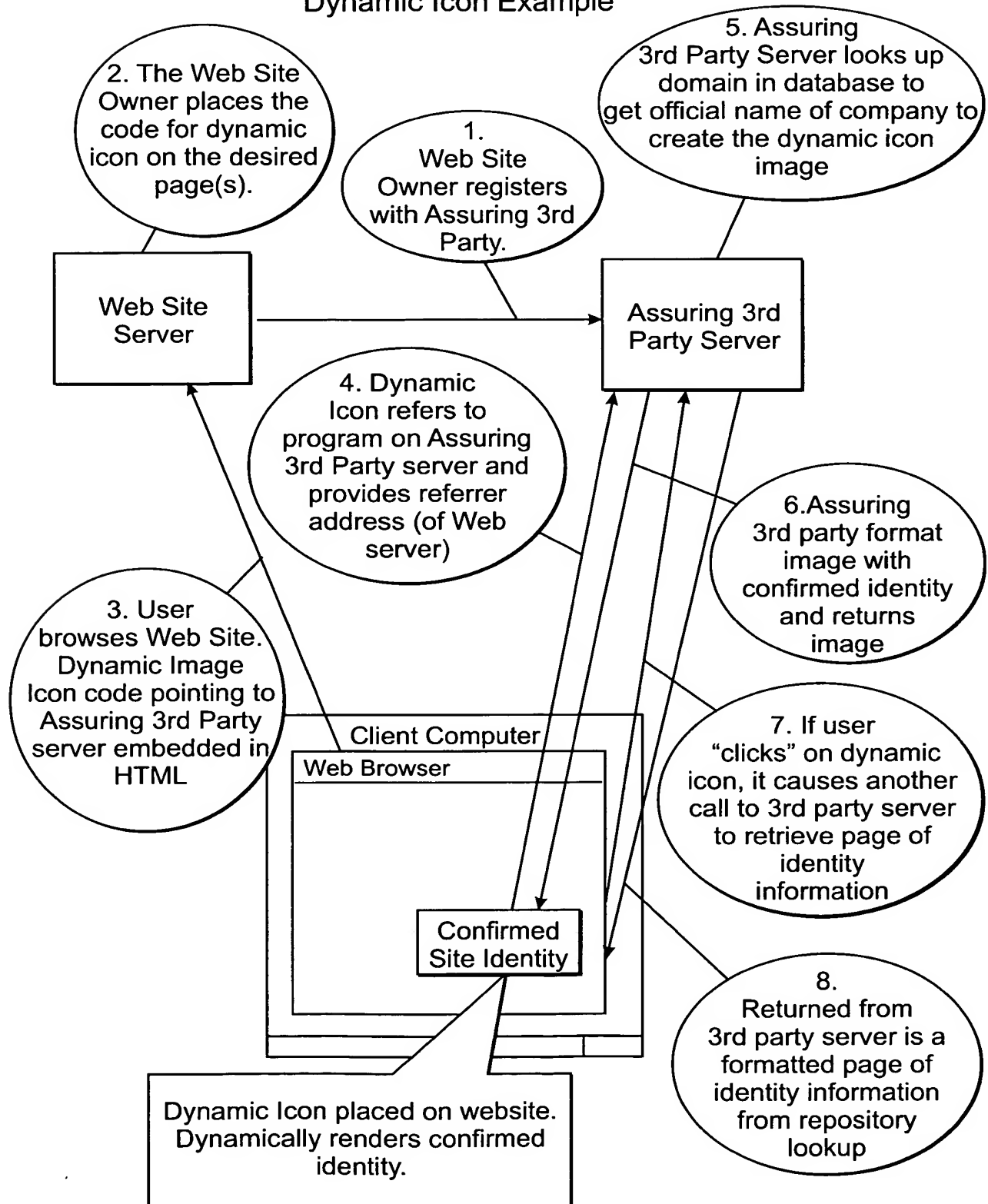


FIG. 6

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Web Site Identity Assurance SSL Only example

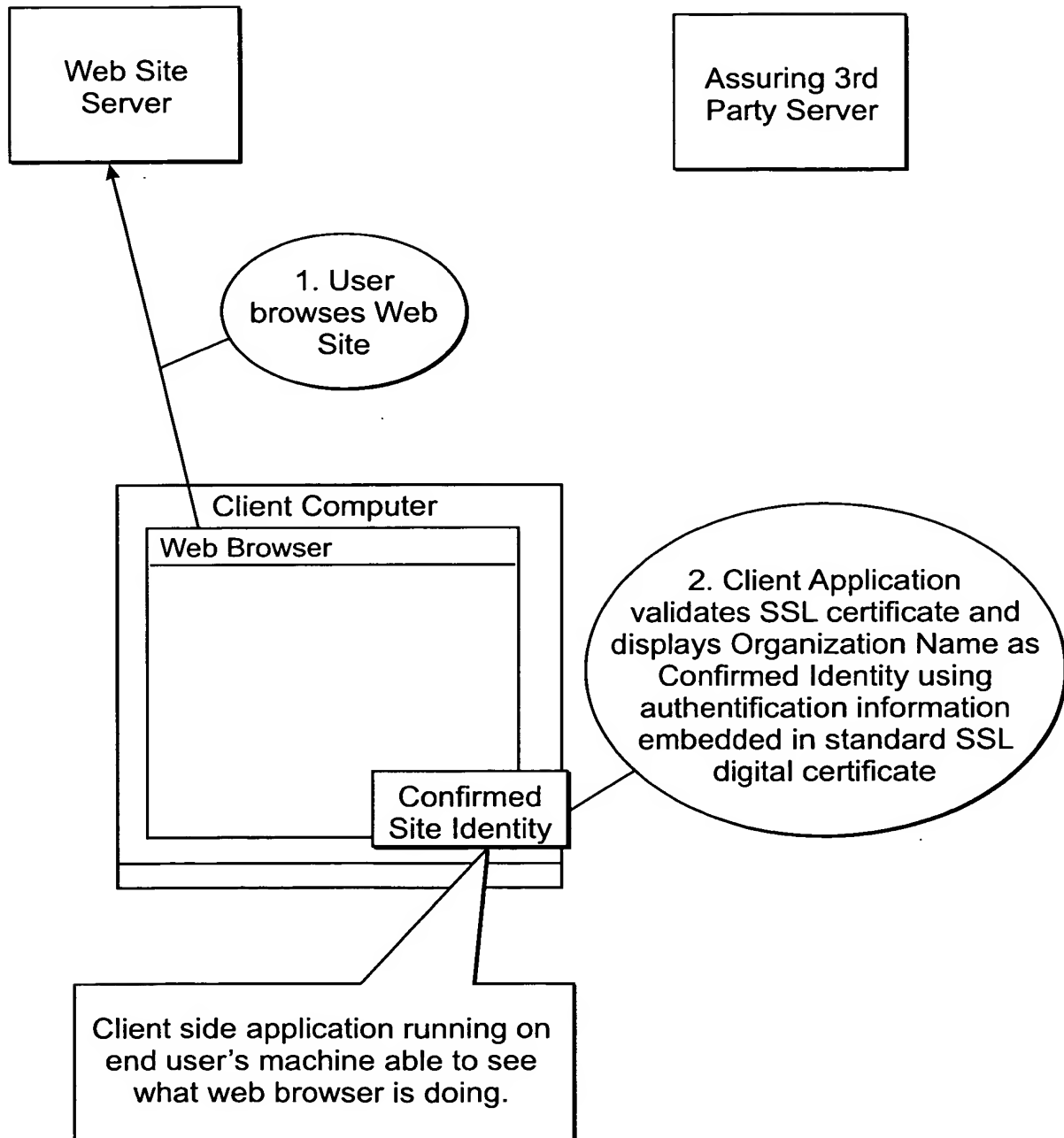


FIG. 7

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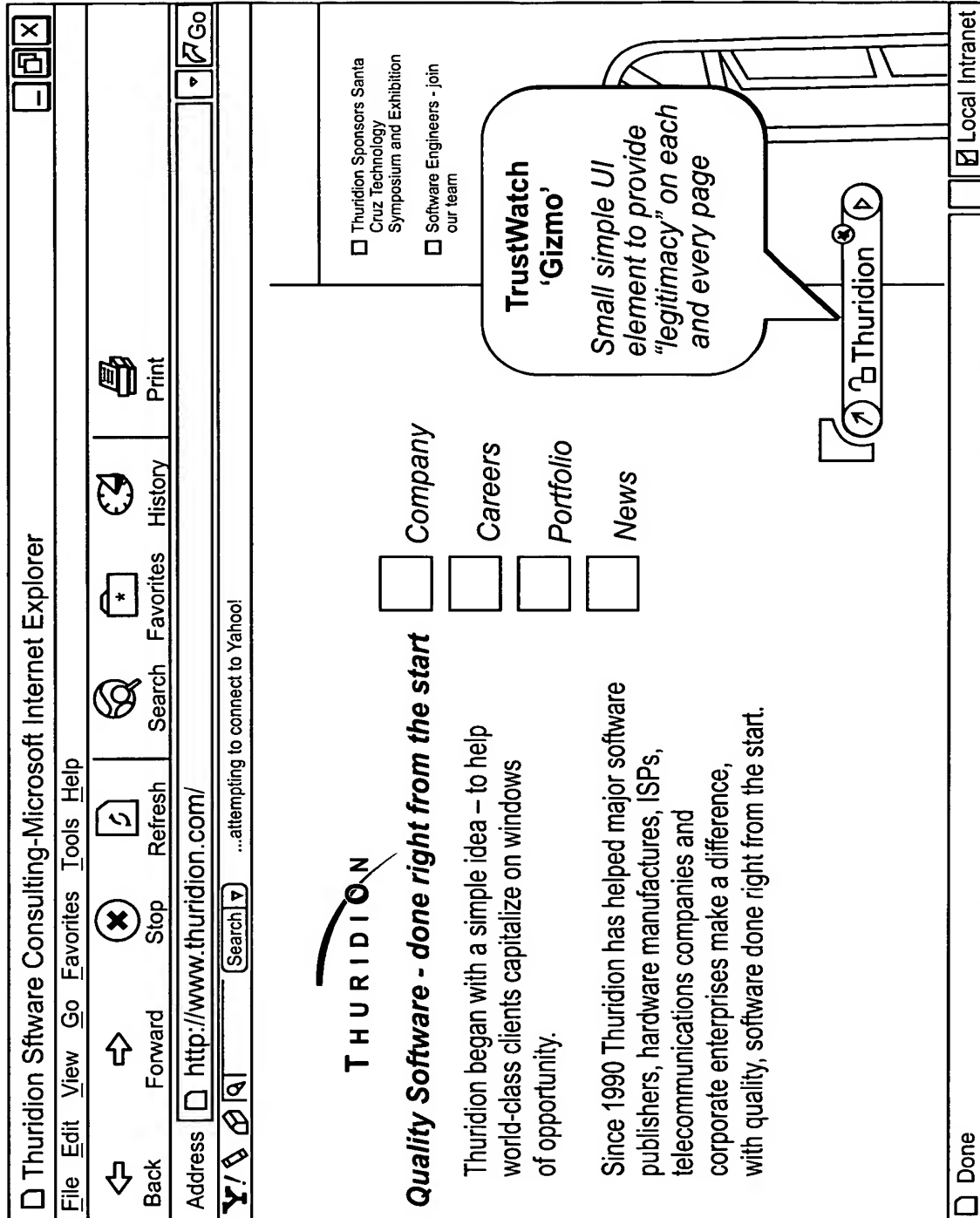


FIG. 8

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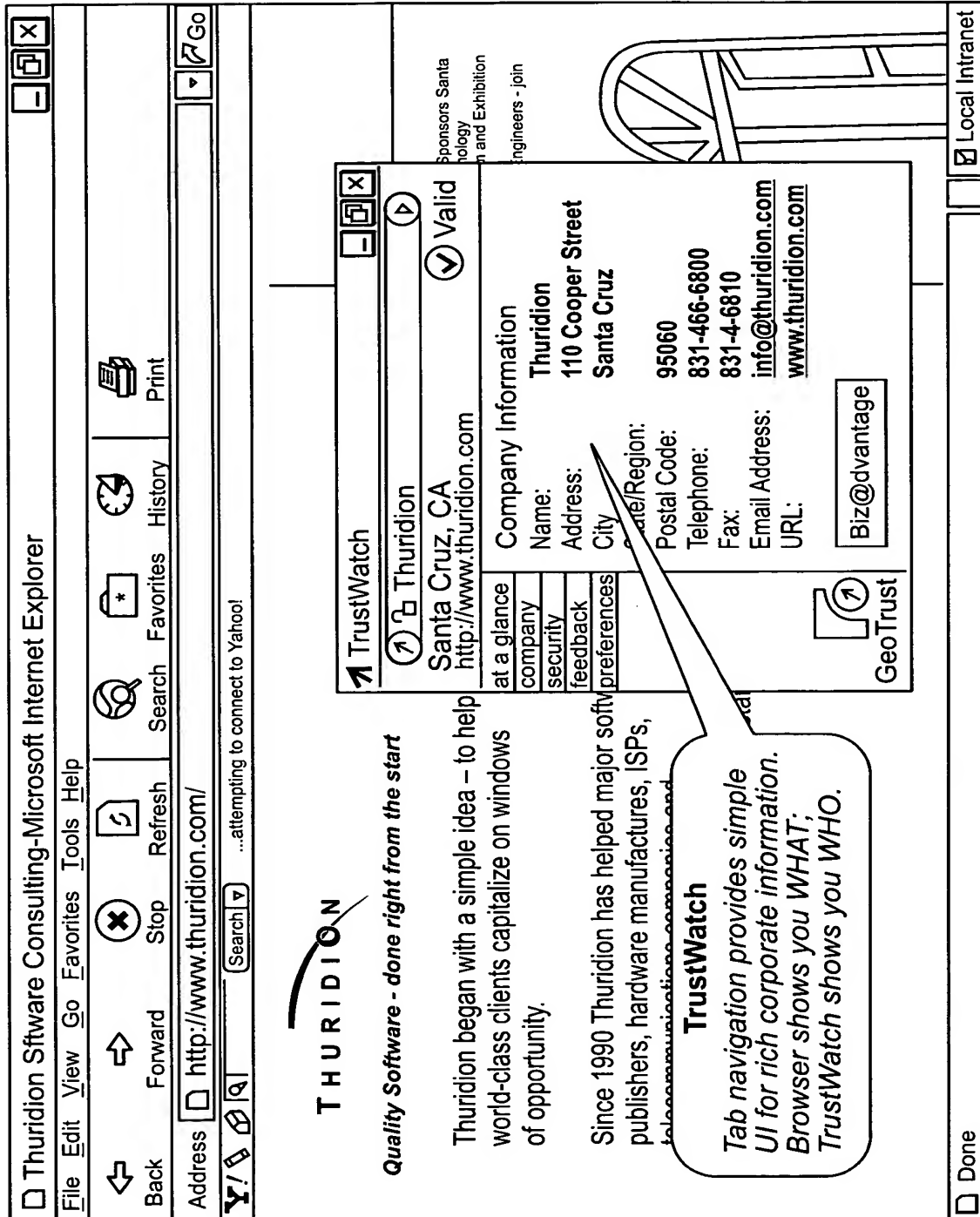


FIG. 9

TrustWatch - 'Trust at a glance'

Microsoft Internet Explorer

File Edit View Go Favorites Tools Help

Back Forward Stop Refresh

Address: 5.americanexpress.com/merchant/profile/ecom/getstart/getstart_default.asp? Go

Links Alexa Best of the Web Channel Guide Customize Link Free Hotmail Internet Start

TrustWatch

Microsoft

Redmond, WA, USA AUTHENTIC

http://www.microsoft.com/train_cert/win2000/oneday

at a glance

feedback

preferences

credentials

authenticity

profile

Seals

Privacy Seals

BBB-Online Child Privacy Yes

BBB-Online Privacy Yes

TRUSTe Child Privacy No

TRUSTe Privacy No

Security Seals ICSA True Secure No

Reliability Seals BBB_Online Reliability Yes

RATINGS

Are you aware? Online store-fronts can legally sell your name, e-mail address and just about any other information you have submitted to their website. more>>>>

Simple Site

An online brochure is the first step to getting your company and products and services to information resource that is focused solely o

Online brochures range from one-page "business cards" to robust corporate sites filled with information

With a simple site, you can reach customers with information about your company 24 hours a day through e-mail, direct mail, or even mailing brochures, saving you time and money

Additionally, if you need a simple solution to American Express offers an electronic swipe software, like Express Payment.

TrustWatch

Deeper levels of information

Create X

Arrange

Register your domain name

Design your Web site

Create a Privacy Policy

Done

Local Intranet

FIG. 10